In the Claims:

1-2. (Cancelled)

3. (Amended) An immunogenic composition, comprising: a pharmaceutically acceptable carrier and a first human polypeptide, ~~which is autologous to a subject or which is immunologically cross reactive with the autologous polypeptide,~~ coupled to a second non-human polypeptide, ~~which is heterologous to the subject.,~~ wherein the first polypeptide comprises an immunogenic portion of a polypeptide specifically expressed on the surface of activated B cells selected from the group consisting of CD79α, CD79β, and CD20 and wherein the second polypeptide is an Fc fragment of a non-human immunoglobulin molecule that contains at least one T helper cell epitope, the composition being capable of eliciting an immune response against B cells in ~~the~~ a human subject.

4-13. (Cancelled)

14. (Amended) The composition of claim 3 ~~or 17,~~ wherein the first polypeptide and the second polypeptide are expressed as a fusion protein.

15. (Original) The composition of claim 14, wherein the fusion protein is dimeric.

16. (Previously Presented) The composition of claim 3, wherein the first polypeptide and the second polypeptide are coupled via a chemical linkage.

17-19. (Cancelled)

20. (Amended) An immunogenic composition comprising a pharmaceutically acceptable carrier and a first human polypeptide ~~which is autologous to a subject or which is immunologically cross reactive with the autologous polypeptide to the subject~~ coupled to a second non-human polypeptide ~~which is heterologous to the subject,~~ wherein the first polypeptide comprises an immunogenic potion of a polypeptide specifically expressed on the surface of cells targeted for elimination or reduction selected from the group consisting of CD79α, CD79β, and CD20 and the second polypeptide is an Fc fragment of a non-human immunoglobulin molecule that comprises at least one T helper cell epitope, and wherein the composition is capable of reducing or eliminating the population of cells expressing the first polypeptide ~~cell surface receptor.~~

21-25. (Cancelled)

26. (Original) The composition of claim 20, wherein the first polypeptide and the second polypeptide are expressed as a fusion protein.

27. (Original) The composition of claim 26, wherein the fusion protein is dimeric.

28-60. (Cancelled)

61. (Amended) The composition of claim 20 ~~3, 17, or 39,~~ wherein the number or concentration of cells expressing the first polypeptide in the subject is reduced by at least about 35-40% relative to the number or concentration of cells prior to treatment or in an untreated subject.

62. (Amended) The composition of claim 20 ~~3, 17, or 39,~~ wherein the number or concentration of cells expressing the polypeptide in the subject is reduced by at least about 50% relative to the number or concentration of cells prior to treatment or in an untreated subject.

63-68. (Cancelled)